

## Event Details

### Mekong Tourism Forum: Film Tourism And Visual Storytelling

Date	Time	Location
March 6, 2019	15:00 - 15:45	CityCube Berlin, Cube Club

#### -in cooperation with MTCO and PATA-

Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. The event is covering how films and videos of professional filmmakers as well as user-generated short-films and social media content have impacted tourism in destinations both positively and negatively, and how visual storytelling can drive change and educate about cultures and conservation. It will also be discussed what made the award-winning MekongMoments.com and the Mekong Mini Movie Festival so successful.

Asia Destination management Digitalization Influencer Marketing Mekong Social media Video Marketing

#### Greeting and Introduction:

[Gerrit Krueger](#), Managing Director, Chameleon Strategies

#### Moderated by:

[Dr. Mario Hardy](#), CEO, Pacific Asia Travel Association (PATA)

#### Panel guests:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

[Nick Ray](#), Author, Lonely Planet & Hanuman Films, Cambodia

[Jens Thraenhart](#), CEO, Mekong Tourism Coordinating Office (MTCO)

[John Williams](#), VP Business Development, BBC Worldwide

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